

WHAT IS CLAIMED IS:

- 1 1. A client-side method, comprising:
 - 2 obtaining a user-selected web portion from a web page;
 - 3 displaying the user-selected web portion;
 - 4 initiating acquisition of an advertisement; and
 - 5 displaying the advertisement with the user-selected web portion.

- 1 2. The method of claim 1, wherein the advertisement includes a
2 banner advertisement.

- 1 3. The method of claim 1, wherein the advertisement includes a
2 directory-type advertisement.

- 1 4. The method of claim 1, wherein the initiating acquires an
2 advertisement based on demographic data of the user.

- 1 5. The method of claim 1, wherein the initiating acquires an
2 advertisement based on the at least one user-selected portion.

- 1 6. The method of claim 1, wherein the initiating acquires an
2 advertisement from an advertisement server.

- 1 7. The method of claim 1, wherein the initiating acquires an
2 advertisement from a locally stored library of advertisements.

- 1 8. A machine-readable medium having stored thereon instructions to:

2 obtain a user-selected web portion from a web page;
3 display the user-selected web portion;
4 initiate acquisition of an advertisement; and
5 display the advertisement with the user-selected web portion.

1 9. The machine-readable medium of claim 8, wherein the
2 advertisement includes a banner advertisement.

1 10. The machine-readable medium of claim 8, wherein the
2 advertisement includes a directory-type advertisement.

1 11. The machine-readable medium of claim 8, wherein the instruction
2 to initiate acquires an advertisement based on demographic data of the
3 user.

1 12. The machine-readable medium of claim 8, wherein the instruction
2 to initiate acquires an advertisement based on the at least one user-
3 selected portion.

1 13. The machine-readable medium of claim 8, wherein the instruction
2 to initiate acquires an advertisement from an advertisement server.

1 14. The machine-readable medium of claim 8, wherein the instruction
2 to initiate acquires an advertisement from a locally stored library of
3 advertisements.

1 15. A system, comprising:

2 means for obtaining a user-selected web portion from a web page;
3 means for displaying the user-selected web portion;
4 means for initiating acquisition of an advertisement; and
5 means for displaying the advertisement with the user-selected web
6 portion.

1 16. An apparatus, comprising:

2 a memory device;
3 a client engine, communicatively coupled to a network and to the
4 memory device, capable to obtain a user-selected web portion from a web
5 page; display the user-selected web portion; and
6 an advertising engine, communicatively coupled to the client
7 engine and the network, capable to initiate acquisition of an
8 advertisement and display the advertisement with the user-selected web
9 portion.

1 17. The apparatus of claim 16, wherein the advertisement includes a
2 banner advertisement.

1 18. The apparatus of claim 16, wherein the advertisement includes a
2 directory-type advertisement.

1 19. The apparatus of claim 16, wherein the advertising engine is
2 capable to initiate acquisition of the advertisement based on
3 demographic data of the user.

1 20. The apparatus of claim 16, wherein the advertising engine is
2 capable to initiate acquisition of the advertisement based on the user-
3 selected portion.

1 21. The apparatus of claim 16, wherein the advertising engine is
2 capable to initiate acquisition of the advertisement from an
3 advertisement server communicatively coupled to the network.

□ 1 22. The apparatus of claim 16, wherein the memory further comprises
2 a library of advertisements.

1 23. The apparatus of claim 22, wherein the advertising engine is
2 capable to initiate acquisition of the advertisement from the library.